



[This Drawing is a full-size reproduction of the Original.]

*Advertising,
Signs, Illuminated.*

N° 9025



A.D. 1899

DUPLICATE

Date of Application, 29th Apr., 1899—Accepted, 12th Aug., 1899

COMPLETE SPECIFICATION.

Improved Means for Exhibiting Advertisements.

We, THE PHOTOCROMOSCOPE SYNDICATE LIMITED, of 121, Shaftesbury Avenue, in the County of London, and CHARLES BUXTON TOMLINSON, of 38, Royal Exchange, Manchester, in the County of Lancaster, Gentleman, do hereby declare the nature of this invention and in what manner the same is to be performed to be particularly described and ascertained in and by the following statement:—

This invention has for its object to provide means whereby advertisements can be exhibited of a very effective and attractive character and with great variety of coloured effects and if desired in colours corresponding to the natural colours of objects which may be represented in the advertisement. According to this invention photographic representations known as chromograms are taken in what is known as a photochromoscope camera through screens of various coloured glasses and the photographs so taken are placed in a photochromoscope projecting apparatus such as that shewn in plan in the accompanying drawing and fully described in the Specification of Letters Patent granted to Frederic Eugene Ives dated 4th March A.D. 1897 No. 5800, the projecting apparatus being placed in a dark chamber one side of which is constituted by, or has in it, a semi-transparent screen such as one of ground glass, the outer side of the said screen being arranged in the requisite position for the advertisements to be seen upon the side thereof exterior to the chamber. The various parts of the apparatus may be arranged so that they can be changed as desired to alternately expose and obscure either or all of the chromograms at intervals so as to produce variations in the colour effects of the advertisements exhibited, or intermittent displays thereof. For example, shutters may be arranged before or behind the colour screens, which shutters can be raised and lowered by projections on a disc rotated by clockwork. Or the illuminating device may be exposed and obscured by a shutter worked by clockwork, or as shewn in the accompanying drawing the tubes D F containing the lenses *d f* can be moved on the pivots *l m* on which they respectively swivel as indicated in dotted lines, by clockwork acting through a lever A and links *d¹ f¹* or otherwise so as to alternately separate out and combine the colour effects.

Having now particularly described and ascertained the nature of this invention and in what manner the same is to be performed we declare that what we claim is:—

The use for advertising purposes of a photochromoscope projecting apparatus
[Price 8d.]

Improved Means for Exhibiting Advertisements.

or lantern in a chamber provided with a semi-transparent screen whose external side is placed in a position suitable for exhibiting the advertisements in coloured effects substantially as hereinbefore described.

Dated this 29th day of April 1899.

JOHNSONS & WILLCOX,
47, Lincoln's Inn Fields, London, W.C.,
Agents.

5

Redhill: Printed for Her Majesty's Stationery Office, by Malcomson & Co., Ltd.—1899